

DOWNLOADABLE
TEMPLATE

SEO Content Brief Template

A clean, client-ready template for planning search intent, SERP coverage, internal links, quality signals, and production notes.

Use this for:

Blog briefs, landing pages, pillar pages, refresh briefs, and freelance or in-house content production.

Source page:

<https://www.beserp.com/downloads/seo-content-brief-template.md>

What a strong brief should do

- Clarify the primary search intent before writing begins.
- Define the sections that are non-negotiable based on the live SERP.
- Show how the page supports internal linking and topical authority.
- Give the writer quality signals, evidence requirements, and a finish line.

How to use: Duplicate pages 2–4 for each new article or landing page. Fill the fields, share with the writer, then use the final checklist before publishing.

Template pages start next.

1. Brief setup

Page / asset name What is being created? Use a working title if needed.	Primary keyword The main query or topic the page is designed to win.

Secondary keywords / modifiers Include close variants, supporting entities, and important subtopics.	Search intent Informational, commercial, transactional, navigational, or mixed.

Audience Who is this for and what problem are they trying to solve?	Primary conversion goal Demo, trial, lead, email signup, assisted conversion, etc.

Suggested URL slug	Target word count / depth Use the SERP as your guide, not a random round number.

One-sentence purpose statement After reading this page, the user should be able to...

SERP observations Note dominant format, freshness, depth, angle, and what top-ranking pages have in common.

Competitive benchmark Which ranking page is the strongest benchmark, and what should this asset do better or differently?

2. Content structure and quality signals

Recommended heading structure (H1, H2s, H3s)
 Outline the section flow. Add notes for what each section must cover.

<p>Table-stakes topics The subtopics every credible ranking page covers.</p>	<p>Differentiation opportunities Original angles, examples, data, templates, frameworks, or expert input.</p>

<p>Must-cite sources / data points List trusted sources, stats, examples, or internal data the writer should use.</p>	<p>E-E-A-T signals Author expertise, product expertise, proof points, SME input, or first-hand experience.</p>

On-page notes
 Title direction, meta description idea, FAQs, schema opportunities, images, tables, calculators, or download assets.

3. Internal links, production notes, and final QA

Internal links out Which existing pages should this asset link to?	Internal links in Which existing pages should be updated to link into this new asset?

CTA placement Primary CTA, secondary CTA, and where they should appear.	Assets required Screenshots, diagrams, quotes, data visualisations, templates, or downloads.

Production notes Anything the writer, editor, SEO, or developer needs to know before publishing.

Pre-publish checklist

<input type="checkbox"/>	The page matches the dominant search intent shown in the live SERP.
<input type="checkbox"/>	All table-stakes subtopics are covered clearly and in the right order.
<input type="checkbox"/>	The brief includes a differentiator, not just copied competitor structure.
<input type="checkbox"/>	Internal links in and out have been planned.
<input type="checkbox"/>	The CTA matches the business goal and stage of the funnel.
<input type="checkbox"/>	Claims, stats, and examples are backed by credible sources.
<input type="checkbox"/>	The page has a clear angle, title direction, and finish line for the writer.

Tip: The best briefs do not just assign keywords. They reduce ambiguity, align the page to the SERP, and make quality easier to produce on the first draft.